



6415 D

Web Page Development

Regulation 6415 D

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I. PURPOSE

The purpose of this regulation is to establish rules and procedures for approved creation, format and use of District web pages on the world wide web.

II. GENERAL STATEMENT OF REGULATION

- A. District staff members, parents and students working under the supervision of licensed teachers may be authorized to create and modify Web pages for site, department, program or student Web sites.
- B. Developers of Web pages on the District Web server must be authorized to do so and must meet the content and technical requirements outlined in this regulation.
- C. Parents and community members may create and modify school or program web pages only if authorized by the building principal or site manager and trained by the District's Information Technology Services and/or site manager on Web development and District policies pertaining to suitable Web content.
- D. Parents and community members must abide by restrictions on school Web sites necessary to comply with District network security.
- E. District webpages must conform to all district policies.

III. AUTHORIZED ACTIONS

- A. **Schools.** The following rules apply to all schools or sites.
 1. If multiple school programs are co-located in one facility and each has its own principal, each principal is responsible for the School or program web pages.
 2. If multiple school programs are co-located in one facility and the facility has a site administrator, the site administrator is responsible for the web pages of the schools or programs in the facility.
 3. Principals and site administrators are responsible for being knowledgeable about the content of the building or program Web page.
 4. Principals and program administrators shall appoint Web page managers for their buildings or programs.
 - a) Web page managers shall be responsible for creating and managing user accounts and for adding pages to their site or program home page.
 - b) Web page managers have primary responsibility to confirm that Web sites meet District guidelines for content and format and technical standards.



5. Parents and community members may create and maintain school web pages with the authorization of the principal or site administrator and completion of the Authorization Form provided by the District.

B. Departments. The following rules apply to all District Departments.

1. The Department head is responsible for being knowledgeable about the content of the departmental web pages.
2. The Information Technology Services Department may authorize the Department head or designee as a Web page manager for the department's web pages.
3. Department web pages may also be managed by a designated member of the Information Technology Services or the Communications Department.

C. Individual Websites - Employees

1. Employees may develop individual websites connected to their school(s) of assignment or department(s) of assignment with the permission of the principal or department head.
2. Photographs, audio or video of students may not be used on individual websites without a valid MPS media release for each student participant in the photograph, audio recording or video.
3. Full names of students should not be used on employee websites, unless the information displayed conforms to Directory Information as defined by the District's data practices policy (Policy 1040).
4. District content standards must be followed.

D. Individual Websites – Students

1. Students may develop individual websites as authorized by their teacher, or by the advisor of a school authorized student activity for the purposes of collaboration, planning, research, and information about student activities.
2. Photographs, audio or video of students may not be used on individual websites without a valid MPS media release for each student participant in the photograph, audio recording or video.
3. Full names of students should not be used on student websites, unless the information displayed conforms to Directory Information as defined by the District's data practices policy (Policy 1040).
4. District content standards must be followed.
5. Students may, upon graduation or transfer out of the district, transfer their websites to personal accounts so long as no District owned content remains thereon.

E. Final Authority on Web page access and content. The Information Technology Services and Communications Departments shall have the final authority regarding



the content of all District Web pages, including the authority to edit or remove content; and access to the web page through enabling and disabling user accounts.

II. CONTENT STANDARDS

- A. All subject matter on Minneapolis Public Schools District Web pages and their links must relate to:
 - 1. curriculum and instruction,
 - 2. school-authorized activities, or
 - 3. information about the Minneapolis Public School District or its mission.
- B. Staff or student work may be published only as it relates to a class project, course, or other school-related activity.
- C. Students, staff and other individuals may not use the District's Web pages to provide access to personal home pages.
- D. All work must be free of spelling and grammatical errors.
- E. Documents may not contain objectionable material or point directly to objectionable material (*i.e.* material that does not meet the standards for instructional resources specified in District policies).
- F. All work must adhere to the following student safety rules. The student safety rules are necessary in light of the undefined and worldwide nature of the Internet audience and the District's interest in protecting students.
 - 1. Documents may include only the first name and initial of a student's last name unless the student's parent or guardian has given written and dated permission to use a full name for that publication.
 - 2. Documents may not include a student's telephone number or address or the names of other family members or friends.
 - 3. Published e-mail addresses are restricted to staff members or to a general group e-mail address whose arriving mail is forwarded to a staff member.
 - 4. No pictures of students (video or still) or audio clips will be published without a valid media release on record for that student.
 - 5. No original student work will be published without a valid media release on record for that student, and subject to paragraph II.F.1 above.
- G. All documents must conform to the relevant District Policies and regulations as well as established school rules, including, at a minimum, the following requirements:
 - 1. Electronic transmission of materials is a form of copying. As specified in Copyright policies, no unlawful copies of copyrighted materials may be



- knowingly produced on or transmitted via the District's equipment, including its Web server.
2. Documents created for the Web and linked to District Web pages will meet the District criteria for instructional resources.
 3. Any links on district Web pages to sites that are not specifically curriculum-related should be limited to information about other youth activities, agencies, or organizations that are known to be nonsectarian, exclusively devoted to community interests or child welfare, non-profit, and nondiscriminatory and may not contain advertising.
 4. Links on District Web pages may not include entities whose primary purpose is commercial advertising or political advertising.
 5. All communications via the District Web pages will comply with District policies prohibiting harassment or violence.
 6. Any student information communicated via the District Web pages will comply with District Policies on data practices.
- H. Any deliberate tampering with or misuse of District network services or equipment will be considered vandalism and will be handled in accordance with the District Policy, employee discipline or law.
- I. Failure to follow content standards may result in loss of access to the website, elimination of the website or the offending material or links, and may result in disciplinary measures taken against the manager and/or the authorizer of the web page, or the author of the content.

IV. TECHNICAL STANDARDS

- A. The individual staff member developing Web pages, or individual teachers supervising students who are developing pages, will
1. edit the pages,
 2. test the pages for accurate links,
 3. remove broken links,
 4. ensure that the pages meet the standards for content and for technical organization and structure, and
 5. assume responsibility for updating the links as needed.
- B. District-created Web pages may not contain any student e-mail addresses or links.
- C. Pages may not contain links to other pages that are not yet completed.

Legal References:



15 USC §6501 *et seq.* (Children’s Online Privacy Protection Act)
17 USC §101 *et seq.* (Copyrights)
20 USC §6751 *et seq.* (Enhancing Education through Technology Act of 2001)
47 USC §254 (Children’s Internet Protection Act of 2000 [CIPA])
47 CFR §54.520 (FCC Rules implementing CIPA)
Minn. Stat. §125B.15 (Internet Access for Students)
Minn. Stat. §125B.26 (Telecommunications/Internet Access Equity Act)
Tinker v. Des Moines Indep. Cmty. Sch. Dist., 393 U.S. 503, 89 S.Ct. 733, 21 L.Ed.2d 731 (1969)
United States v. American Library Association, 539 U.S.194, 123 S.Ct.2297, 56 L.Ed.2d 221
(2003)
Layshock v. Hermitage Sch. Dist., 412 F.Supp.2d 502 (2006)
J.S. v. Bethlehem Area Sch. Dist., 807 A.2d 847 (Pa. 2002)

Cross References:

MPS Policy 1040 (Student and Staff Data Protection)
MPS Policy 4002 (Harassment and Violence Prohibition)
MPS Policy 5000 (Equal Education Opportunity)
MPS Policy 5200 (Behavior Standards)
MPS Policy 5201 (Bullying and Hazing Prohibition)